

PURE RENEWAL PLUS+

Maximum Strength Zero Formaldehyde Keratin Smoothing Treatment

DO'S AND DONT'S



DO'S

1. You can shampoo your hair at any time.
2. It is your hair, you can pin it up, wear a headband, work out or go swimming.
3. Use the Keratherapy Moisture, Volume or Color Protect Shampoo and Conditioner to wash your hair and to prolong your smoothing treatment.
4. Keratherapy Dry Shampoo can also be use.
5. If going into the pool or ocean, use the Keratherapy Keratin Infused Leave-In Conditioner Spray before going into the water and rinsing hair off upon exiting.



DON'TS

1. Do not receive any color or highlighting services for at least one week before or one week after.